

## Suggested Marketing Activities

### Merchandising/Decorating

- Choose a “fun” theme and decorate to match the theme.

Fun Theme Ideas:

Relate healthy meals to fun physical activities by decorating with a sports theme.

Take photographs of the principal, teachers, bus driver, custodian, librarian, cafeteria employees, parents, and students on bikes, playing ball, skateboarding, walking, jumping rope, etc. Take photos of the same people enjoying school meals.

Make a bulletin board with the photos.

Circus Theme–School Meals Under the Big Top

Employees can dress up as clowns. Decorate with colorful balloons.

50s Theme

Dress up in 50s style clothes.

Have a hula-hoop contest.

Sponsor a 50s dance contest for high school students.

Indoor Winter Beach Party

Dress in shorts and beach hats.

Decorate the cafeteria as a beach with beach balls and beach umbrellas.

Take out the tables and let the students eat lunch sitting on beach blankets.



### Publicity/Public Relations

- Promote your program to the local media and the community. Use the press release to inform the media. Invite television, radio and newspaper reporters to breakfast. Be prepared with statistics of your program and nutrition analyses of the menus. Discuss the importance of eating breakfast and school performance.
- Work on a special feature about school breakfast for the school or community newspaper. Describe the innovative practices you are doing in your district, including how you are providing more choices and making school meals healthier.
- Create an announcement flier or duplicate the coloring page. Post throughout the school to let customers know there's a special event coming.
- Distribute PSA's on school breakfast to local radio stations for broadcast. Or have students announce them over the P.A. system at school.

### Publicity/Public Relations, cont.

- Give a brain teaser / trivia question before announcing the day's menu. Give the answer near the end of the school day or at lunch.
- Take the opportunity to introduce your foodservice staff to students. Introduce each one by name and have the students and staff give them a round of applause.
- Offer to discuss the availability of school breakfast at PTA meetings and community events. Highlight the importance of nutrition and learning. Show a video to help illustrate (see *Marketing and Merchandising Resources*).
- Duplicate and distribute information flier for teachers and principals.
- Have a staff member or parent volunteer greet the students who arrive on buses and invite them to eat a school breakfast with a cents-off coupon.
- Get together with other districts in your area and visit radio and TV stations promoting school breakfast. Deliver a sack breakfast to each radio or TV personality and be ready to discuss the importance of eating breakfast and the availability of school breakfast.
- Make a Nutrition Education Resource Cart filled with the nutrition education lessons in this kit along with materials they might need to do these lessons. Make the cart available to teachers on loan.
- Reward teachers who used the nutrition education lessons with a coupon for a free school breakfast.
- Take pictures and keep a record of your school's Texas School Breakfast Week activities. Share them with the state office and local media.

### Promotion Activities

- Hand out incentives (see *Marketing and Merchandising Resources*). Give away to lucky tray or bell ringer winners.
- Think of Texas School Breakfast Week as a cafeteria open house. Invite parents and grandparents to come eat breakfast with their child. Invite city and county officials to help celebrate. Invite local media personalities to breakfast. Schedule student and parent tours through the kitchen.
- Use coupons to reward customers. Write in what coupon can be used for ("good for one cinnamon roll", cents-off, etc.). Punch coupon each time customer eats breakfast.
- Invite local "celebrities" to be guest servers. Or invite a high school sports team to visit and sign autographs for students.
- Put some "o"-shaped cereal in a large jar and have students guess the number of cereal loops the jar contains. The closest guess wins a prize or a coupon for a free breakfast.

### Promotion Activities, cont.

- Hand out coloring page to participants on a particular day. Award prizes to students who turn in colored page to hang up in cafeteria. Or hold a coloring contest selecting winners from each grade or class. Invite “celebrity” judges (superintendent, principal, foodservice director, mayor, etc.) to judge entries.
- Have a Customer Appreciation Day. Provide managers with treats or incentives to thank customers for their business.
- Plan a kids-run-the-cafeteria morning where menus and activities are planned by the students.
- Bring a Buddy for Breakfast! Select a day where regular customers bring a friend to breakfast and either receive a meal at no charge or a discount coupon. Conduct a drawing of all the “Buddies” and award a special prize.
- Have a “Breakfast Like Mom Makes” Day. Have cafeteria staff dress-up in bathrobes and curlers. Elementary kids love it!
- Hand out plain white sacks to classes and have students decorate sacks. Use the sacks on a selected day. Students will have fun seeing all the different designs!

### Secondary School Activities

- Punch coupon each time a student eats in the cafeteria or give an entry form to customer each time they eat breakfast. At the end of the week, hold a drawing for prizes. The prizes could include any of the following:
  - limousine ride to homecoming or other special event
  - music CD's or gift certificates to music store
  - video rental gift certificates
  - movie passes
  - memorabilia from school or local university
  - backpack
  - sweatshirt/t-shirt
- Replay videotapes from school athletic sporting events (football, volleyball, etc.) during serving time to grab the students' attention.

